

MINUTES
Veneta Economic Development Committee
Wednesday, January 6, 2016 – 2:00 p.m.
Veneta Administrative Center, 88184 8th Street, Veneta, Oregon

Present: Thomas Cotter, Ryan Frome, Len Goodwin, Gina Haley-Morrell, Charles Ruff, Herb Vloedman

Absent: Jason Alansky, Linda Boothe, Dave D'Avanzo

Others: Ric Ingham, City Administrator; Claudia Denton, Economic Development Specialist; Tim Perkins, resident (in audience).

1. Call to Order

Chair Len Goodwin called the meeting to order at 2:05 p.m.

2. Public Comment

- a. Veneta resident Tim Perkins was in attendance but did not comment.

3. Administrative

- a. Approval of Minutes:

Motion: Herb Vloedman made a request to revise the minutes on page two with the addition of the words "a mix of" to read "The Committee decided to attempt to reach a mix of approximately 70% businesses within Veneta City Limits and approximately 30% outside.

Thomas Cotter made a motion to approve the minutes from December 2, 2015 with the revision. Gina Haley-Morrell seconded the motion which passed with a vote of 5-0.

There were only five voting members present during the motion. Ryan Frome arrived at 2:15 p.m., after the minutes were approved.

4. Implementation of Action Plan

- a. Business Retention & Expansion (BR&E) Program
 - i. Narrow Down List of Potential Businesses

Claudia Denton presented information from the Agenda Item Summary and reviewed Committee decisions from the December 2, 2015 meeting. The Agenda Item Summary contained a list of businesses suggested by staff to be appropriate for the business visitation interview process of the BR&E program. Denton requested that the Committee either approve the suggested staff list or amend the list with their suggestions to have approximately 30-40 suggested businesses to interview.

Thomas Cotter commented that some businesses may be owned by the same owners.

In response to a comment by Len Goodwin, Claudia Denton said that the

Committee had decided during the December 2, 2015 meeting that the BR&E program should conduct business interviews with 20-25 businesses.

Len Goodwin said that business interviews should not be conducted with businesses owned or operated by Economic Development Committee members.

Len Goodwin asked staff why Ray's Food Place, a large employer, was not included on the list. Claudia Denton responded that there were already three large employers on the suggested list, but of course the list could be revised. Ric Ingham commented that Ray's Food Place had closed a location in Creswell, Oregon last year and it was a loss for other retailers in the area, so it may be a good idea to add them to the list. Charles Ruff said he had specifically requested that Ray's Food Place be on the list during the last meeting, and again requested that they be added alongside the other large employers. Denton added Ray's Food Place to the list.

Len Goodwin asked the Committee if there were any other businesses that should be added or removed from the list.

Ric Ingham said that staff could easily make a primary list as well as a secondary list of businesses to contact, as businesses from the primary list may decline to participate.

After discussion from Committee members, Countryside Pizza & Grill was added to the list.

After discussion between staff and Committee members, Subway and Dairy Queen were added to the list.

Committee members and staff agreed to have a primary list of 25 businesses, and then secondary and tertiary lists of five more to be prepared under staff's discretion with Committee direction.

After discussion, Committee members requested that additional medical businesses, at minimum to include Applegate Medical Associates and Veneta Family Dentist, be added to the list.

In response to a question by Len Goodwin, Claudia Denton confirmed she had enough direction from the Committee to finalize the list.

ii. Report on Business Outreach

Claudia Denton reported that she had sent out 194 handbills in the mail to nearby businesses, inviting them to the Committee's upcoming Open House and the BR&E Kickoff event. Denton also said she had sent information about the two events to the Fern Ridge Review, listed information on the City website, and that there was a flier insert in the City of Veneta January water bill.

Denton also reported that she and other BR&E Leadership Team members had invited various business resource partners to the BR&E Kickoff.

5. Program/Project Updates

- a. Open House at the Fern Ridge Community Library
 - i. Purpose and Intended Outcomes

Claudia Denton reviewed the attached item outlining the purpose and intended outcomes for the Open House with the Committee.

Herb Vloedman requested that “advertise regular meetings” and “provide a method for community members to contact the Committee” should be added to the list of purposes.

Thomas Cotter asked about the possibility for an additional event for employees and community members, as the Open House and BR&E program focuses more on business owners. Len Goodwin responded that he felt the Committee should host a follow-up event aimed toward employees and customers.

Claudia Denton said she would add time to the February meeting agenda to make plans for a second Open House or similar follow-up community event.

- ii. Agenda

Len Goodwin said that he thought it would be better for participants and Committee members to already be seated at the tables rather than “break into groups” from standing up front during introductions. Claudia Denton responded that she left the wording of the activity open to interpretation, but had a feeling that Committee members would prefer to already be seated.

Gina Haley-Morrell said she thought it would be good to have two Committee members per table in order to capture as much information as possible.

Len Goodwin asked how many of the Committee members would be able to attend. Ryan Frome had a previous commitment and could not attend. Len Goodwin, Gina Haley-Morrell, Thomas Cotter, Charles Ruff, and Herb Vloedman all said they planned to attend. Dave D’Avanzo, who was absent from the meeting for health reasons, was not expected to be able to attend. Claudia Denton said Linda Boothe was out of town until January 20th and would not be able to attend. Claudia Denton and Ric Ingham both said they would be in attendance to assist the Committee. Ric Ingham said that Mayor Larson planned to attend.

Len Goodwin said that Committee members should be acting as meeting facilitators at the Open House to prompt discussion if needed. Also, if there were two Committee members at a table, one should be a note-

taker. He requested Claudia Denton be the primary note-taker and to consolidate all of the evening's notes.

Ric Ingham asked what questions the Committee would like to have as conversation starters. Len Goodwin suggested "do you want to expand your business and is there a challenge to doing that?". Thomas Cotter asked about the conversation starter questions on page 29. Claudia Denton responded that those questions were suggested by Michael Held from RDI for the BR&E Kickoff event, but could be used for the Open House as well. Charles Ruff responded that he liked the type of questions but they should be more specific to individual businesses rather than the whole community. Ryan Frome said he anticipated the conversations to be more organic.

iii. Other Details

Claudia Denton reviewed the expected set-up and materials needed for the Open House. Herb Vloedman requested a large zoning map and satellite view map to be displayed on easels.

Len Goodwin requested to have a copy of the Land Development Ordinance, Land Division Ordinance, and the City Ordinance with System Development Charges information.

b. BR&E Kickoff Event with RDI Staff at Our Daily Bread

i. Agenda

Claudia Denton reviewed the draft BR&E Kickoff agenda provided by RDI staff.

Len Goodwin said the Q&A time allotment was too brief, and requested more time.

Len Goodwin said that the results from the Open House should be communicated to RDI staff to help inform the BR&E program and the Kickoff agenda. Claudia Denton said she would communicate the findings to RDI staff during their weekly meetings.

Charles Ruff asked about the differences in the intended audience for the Open House event and the BR&E Kickoff event, as he was concerned that the two events would become too similar. In response to this and a question by Len Goodwin, staff responded that the Open House was intended to introduce the Economic Development Committee to the community through a listening session format, while the BR&E Kickoff was intended to explain and launch the BR&E program as well as recruit visitation team volunteers.

Committee members and staff said the targeted discussion questions may not be appropriate for the BR&E Kickoff as it may end up feeling like a repeat of the Open House event. Staff was directed to relay this information to RDI staff.

c. Visitation Team Recruitment

Claudia Denton reviewed the attached BR&E flier and explained the visitation team commitment and qualifications. Ric Ingham discussed the resource partners that staff and other members of the BR&E leadership team has been in contact with.

After general discussion about the Economic Development Committee's potential role on the Visitation Team, the Committee agreed that it would be most appropriate for the Committee to serve on the Visitation Team only if there was a shortage of volunteers. Economic Development Committee members would be willing to serve on the Visitation Team as needed, but not as the primary group. Thomas Cotter felt that as a Committee member and City Councilor, he should not serve on the Visitation Team. Herb Vloedman said that if he could be of assistance based on fit or need, he would be supportive of that.

In response to a question by Herb Vloedman, Claudia Denton said that Visitation Team volunteers did not need to be business owners or have business experience.

6. Other

Ric Ingham said that a state agency partner, Tom Hogue from Department of Land Conservation and Development, has a program for developing detailed market analyses, which can include retail leakage analyses and business opportunities. Additionally, Lane Council of Governments (LCOG) also offers community wide internet-based surveys to develop tools and reach out to businesses. Ingham said that it could be a good idea to invite these agency partners to future Open Houses, Committee meetings, or other events. Len Goodwin said that partnering with these agencies could be a good next step to outreaching to the broader community after the first Open House, and expressed interest in a market analysis. Ric Ingham said that drafting survey questions and working with LCOG to get started on such a project would be a good idea and he would look into a potential timeline.

7. Next Meeting

- a. The next meeting was confirmed for Wednesday February 10th, 2016 at 2 p.m. with a regular meeting schedule of the second Wednesday of the month.

8. Adjourn

- a. Chair Len Goodwin adjourned the meeting at 3:20 p.m.